

Serial No. 10/665,251
Amendment and Response to Office Action of April 10, 2006

Amendments to the Claims:

Please amend claims 12-15 and 36-45.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (canceled)
2. (canceled)
3. (canceled)
4. (canceled)
5. (canceled)
6. (canceled)
7. (canceled)
8. (canceled)
9. (canceled).
10. (canceled).
11. (canceled)

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12. (currently amended) A ~~device for attaching an advertisement to a flexible hose, hose~~
advertisement assembly comprising:

a flexible hose;

a cylindrical foam member ~~designed for placement~~ placed on the said flexible hose, said
cylindrical foam member having a hollow core extending therethrough;

a covering ~~adapted to~~ at least substantially ~~cover~~ covering said cylindrical foam member,
wherein said covering includes ~~the~~ an advertisement; and

a first securing means for securing said covering to said cylindrical foam member.

13. (currently amended) The ~~device~~ assembly of claim 12, wherein said hollow core has
a diameter of about 1.5 inches.

14. (currently amended) The ~~device~~ assembly of claim 12, wherein said cylindrical foam
member has a slit ~~designed for placing~~ said cylindrical foam member on the said flexible hose.

15. (currently amended) The ~~device~~ assembly of claim 12, wherein said first means for
securing said covering to said cylindrical foam member comprises a zipper.

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

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20. (canceled)

21. (canceled)

22. (canceled)

23. (canceled)

24. (canceled)

25. (canceled)

26. (canceled)

27. (canceled)

28. (canceled)

29. (canceled)

30. (canceled)

31. (canceled)

32. (canceled)

33. (canceled)

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34. (canceled)

35. (canceled)

36. (currently amended) ~~A device for removably attaching advertising on a portion of a length of flexible hose of~~ hose advertisement assembly for a gasoline pump, comprising:

a flexible hose;

a an elongated cylindrical member made of flexible foam material, said elongated cylindrical member having a an elongated hollow core extending therethrough ~~adapted to receive the receiving said~~ flexible hose; and

a flexible covering removably attached to said elongated cylindrical member and ~~adapted to substantially cover~~ covering said elongated cylindrical member, said flexible covering defining first and second openings through which said flexible hose extends, said flexible covering including an area for advertising,

wherein the combination of said flexible ~~covering and~~ covering, said elongated cylindrical member ~~is flexible when attached to the~~ and said received flexible hose is flexible.

37. (currently amended) The ~~device~~ assembly of claim 36, wherein said elongated cylindrical member has a first end and a second end and a an elongated slit extending from said first end to said second end.

38. (currently amended) The ~~device~~ assembly of claim 36, wherein said hollow core has a diameter of about 1.5 inches.

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39. (currently amended) The ~~device~~ assembly of claim 36, wherein said flexible ~~material~~ is a flexible foam covering includes a clear window in said area for advertising.

40. (currently amended) The ~~device~~ assembly of claim 36, wherein said flexible covering includes a reflective strip.

41. (currently amended) The ~~device~~ assembly of claim 36, further comprising a securing element for securing said flexible covering and said cylindrical member to the said flexible hose length portion hose.

42. (currently amended) The ~~device~~ assembly of claim 36, wherein said flexible covering is releasably secured to the said flexible hose length portion hose.

43. (currently amended) A device for removably attaching advertising on a ~~portion of a~~ length of flexible gasoline hose of a gasoline pump, the length of flexible gasoline hose having a ~~length and~~ an outer diameter, the device comprising:

a an elongated flexible, padded covering removably attached to the length of flexible gasoline hose and extending substantially around the outer diameter of a portion of the length of the flexible gasoline hose; and

said elongated flexible, padded covering including a display portion for advertising.

44. (currently amended) The device of claim 43, further comprising a securing element for securing said elongated flexible, padded covering to the ~~portion of the~~ length of flexible gasoline hose.

45. (currently amended) The device of claim 43, wherein said elongated flexible, padded covering is releasably secured to the length of flexible hose length portion gasoline hose.